



Actions That Make a Difference

High Visibility Enforcement

High visibility enforcement means using stepped up enforcement, such as safety checkpoints or other enforcement strategies, in coordination with an earned media and/or paid media campaign supporting the enforcement effort. When people in the community understand that law enforcement is serious about enforcing laws like texting and hand-held cell phone bans—and actually witness officers enforcing those laws—they are more likely to “Put It Down” and pay attention to the road. As demonstrated in similar campaigns, like “Click It or Ticket” that have been extremely successful in increasing the national seat belt use rate, those who engage in these dangerous highway safety behaviors fear getting a ticket and a fine significantly more than they do being injured or killed in a motor vehicle crash.

Members of the “Put It Down” campaign can help law enforcement in their efforts to develop enforcement programs that are both effective and visible. It might mean assisting them with safety checkpoints, promoting enforcement activities, or donating merchandise or coupons that law enforcement officers could distribute to drivers who have chosen to put their phones down.

In those states and communities that have implemented high visibility enforcement programs for

similar campaigns, like “Click It or Ticket,” there have been great successes. By implementing new high visibility enforcement programs across the country, and calling on all “Put It Down” partners to support law enforcement, drivers will get the message loud and clear that distracted driving makes them not only a danger to themselves, but everyone else on the road around them.

YOU CAN ASSIST LAW ENFORCEMENT

- “Put It Down” partners can publicly support enforcement efforts and educate their constituencies on the importance of paying attention to the road instead of anything else that will divert their attention from the task at hand... driving.
- Organizations can write letters to their political leaders and to newspapers in support of stepped-up enforcement efforts.
- Businesses can provide rewards and incentives to law enforcement, like discount coupons, to distribute to people who are paying attention to the road and not their phones.
- Recognize your law enforcement agency’s efforts to help protect citizens by enforcing distracted driving laws.